

IN THE CLAIMS:

Please cancel Claim 419 without prejudice or disclaimer of subject matter and amend the claims as shown below.

1. to 417. (Canceled)

418. (Currently Amended) An image forming system comprising an advertiser apparatus, an information control apparatus and an image forming apparatus, wherein said advertiser apparatus provides advertisement data, said information control apparatus manages output information, and said image forming apparatus prints print data generated from the output information and the advertisement data and charges for printing of the print data so that a printing fee for printing of the output information is reduced in accordance with the printing of the advertisement data being printed,

said advertiser apparatus comprising:

a memory which stores a first computer program; and

a processor that executes the first computer program stored in said memory included in said advertiser apparatus, the first computer program comprising computer executable code that performs the steps of:

inputting an advertisement size of the advertisement data to be printed; and

transmitting the advertisement data and the input advertisement size thereof to said information control apparatus, and

said information control apparatus comprising:
a memory which stores a second computer program; and
a processor that executes the second computer program stored in said
memory included in said information control apparatus, the second computer program
comprising computer executable code that performs the steps of:

receiving a designation of a print sheet size and the output
information, the designation being provided in accordance with a user's operation;
determining a layout which corresponds to a type of the output
information designated in said designation receiving step, to secure an advertisement area
for printing the advertisement data on the determined layout; and
selecting the advertisement data having the advertisement size
corresponding to the size of the advertisement area secured in said layout determining step,
from the advertisement data transmitted to said information control apparatus in said
advertisement data transmitting step so that said image forming apparatus generates the
print data to lay out the output information designated in said designation receiving step
and the advertisement data selected in said advertisement data selecting step, in accordance
with the size of the advertisement area secured in said layout determining step, and at least
one of a number of times of printing the advertisement data, a unit price of the
advertisement data, print position settings of the advertisement data, a size adjusting
method of the advertisement data, and an arrangement orientation of the advertisement
data; the layout determined in said layout determining step

generating the print data by laying out the output information
designated in said designation receiving step and the advertisement data selected in said
advertisement data selecting step in accordance with the layout determined in said layout
determining step; and

adding print data of a bar code indicating a print fee for printing of
the output information, which is reduced in accordance with the advertisement data being
printed, to the print data generated in said print data generating step.

419. (Canceled)